GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:4384
ANSWERED ON:14.12.2016
New Print Media Advertisement Policy
Jena Shri Rabindra Kumar;Karandlaje Km. Shobha;Simha Shri Prathap

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government has recently framed a new Print Media Advertisement Policy introducing a "Marking System" to incentivize newspapers which have better professional standing and who get their circulation verified and if so, the details thereof;

(b) whether the Government has recently framed guidelines regarding Government advertisements to empanelled websites and if so, the details thereof including eligibility criteria for empanelment;

(c) the criteria prescribed for advertisement in small, medium and big newspapers respectively in the New Print Media Advertisement Policy, 2016, category-wise;

(d) whether the advertisement is not being given to various newspapers on the basis of criteria of New Print Media Advertisement Policy by DAVP and various Department/Ministries and if so, the reasons therefor;

(e) whether the Government spent Rs.1190.53 crore on advertising flagship welfare schemes in various media in 2015-16 and if so, the details thereof, Ministry-wise;

(f) the figures for last three years in percentage spent by DAVP on advertisements, language-wise, publication-wise and State-wise as against the percentage mandated in previous policy; and

(g) whether English papers from Delhi are taking more than 25 per cent of the budget of advertisement whereas Delhi has less than 1 per cent of India's population and if so, the details thereof?

Answer

MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING {COL RAJYAVARDHAN RATHORE (Retd.)}

****

(a) Yes, Sir. The Print Media Advertisement Policy-2016 has introduced marking based system for release of advertisements. This is not applicable to small category of newspapers. As per clause-18(iv) of the Policy, in order to incentivise newspapers which get their circulation verified by ABC/RNI and those who have better professional standing and to bring about better transparency and accountability in the release of advertisements, DAVP shall follow a marking system based on objective criteria and release advertisements to the medium and big category newspapers on the basis of marks obtained by each newspaper. The above said Policy is available on DAVP website (www.davp.nic.in) under heading – 'Newspapers' and sub - head - 'Advertisement Policy'.
Newspapers in the above two categories shall get advertisements from DAVP barring the mandatory advertisements, only when they get more than 45 marks.

(b) Yes, Sir. Policy Guidelines for Government advertisements to empanelled websites is available at www.davp.nic.in.
The criteria for empanelment is given below:
Sl. No. Category Unique Users per month (Average of last 6 months from within India).
1 A 5 Million (50 Lakh) and above.
2 B 2 Million (20 Lakh) to less than 5 Million
3 C 0.25 Million (2.5 Lakh) to less than 2 Million.

(c) Newspapers in the medium and big categories shall get advertisements from DAVP barring the mandatory advertisements only when they get more than 45 marks. However, this criteria is not applicable in case of small category of newspapers.

(d) Yes, Sir. Newspapers in the big and medium categories are being given advertisements from DAVP only when they get 45 marks or more. However, all the empanelled newspapers received the mandatory advertisements released by DAVP during the year.

(e) The figure mentioned is the total expenditure of DAVP for the year 2015-16. This includes expenditure done by DAVP through all the mediums viz. Newspapers, Audio-Visual, Print Publicity, Outdoor Publicity and Exhibition. This includes Tender, Classified, Display Classified, UPSC and all other advertisements released through DAVP on various government schemes, besides flagship welfare schemes.

(f) Language wise committed expenditure on display advertisement during the last three years is detailed below:

Sl. No	Language	Mandated by Previous Policy (%)	2013-14	2014-15	2015-16
1	English	30	28.78	28.29	25
2	Hindi	35	37.64	39.34	42.61
3	Others	35	33.57	32.35	32.37
Total		100	100	100	

Clause 26 of the previous policy states language-wise allocation of budget in display advertisements as follows:
Hindi - 35%
English - 30%
Others − 35%

Publication wise and State wise percentage of advertisements spent by DAVP during the last three years is available on DAVP website (www.davp.nic.in) under heading − 'Newspapers' and sub - head - 'Reply to Lok Sabha Question'

(g) No, Sir. English papers in Delhi received 16.06 percent of all advertisements released by DAVP during 2015-16, and 11.25 percent of display advertisements.